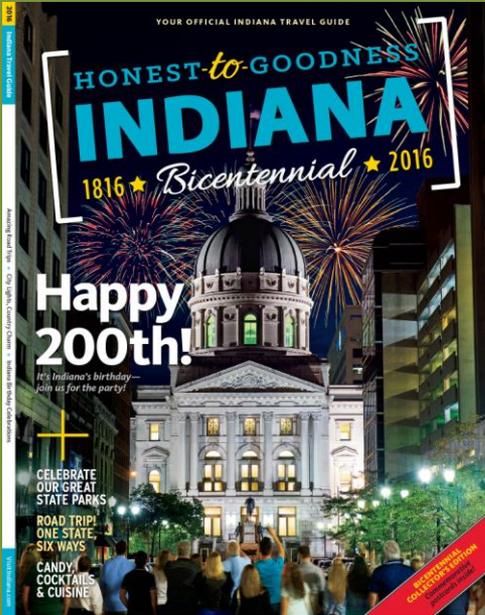


# HONEST-to-GOODNESS INDIANA Est. 1816™



## 2017 Official Indiana Travel Guide Rates and Information

# 2017 Indiana Travel Guide



- *The 2017 Indiana Travel Guide will continue the popular magazine style format created in 2014 giving readers more than just a guide*
- Direct-to-home distribution creates additional opportunities to promote to qualified readers with the propensity to travel
- 50/50 advertising to editorial that features compelling reader content
- New bonus offers and discounts for advertisers

# 2017 Indiana Travel Guide Targeted Distribution



## Direct Mail Distribution to Select Households

(Cincinnati, Chicago, Louisville, Indianapolis, Evansville, Ft Wayne, Columbus OH, St Louis)

265,000

## End-User Fulfillment

(IOTD subscribers, Visitindiana.com requests, consumer shows and Indiana State Fair)

112,000

## Controlled Distribution

(Government officials, Welcome Centers, Rest Areas, DMO's, CVB's, Tourism attractions, Chambers of Commerce, Libraries, Hotels, AAA offices, schools)

123,000

**TOTAL**

**500,000**

# Premium Cover Ad Options

Placement	Cost
Inside front cover	\$23,000
Gatefold	\$17,000
Inside back cover	\$19,500
Outside back cover	\$26,000

**FRENCH LICK RESORT**  
FRENCH LICK & WEST BADEN, INDIANA  
888-908-0000 | frenchlick.com

Discover an easy escape for the entire family!  
Quaint towns welcome you with one-of-a-kind historic hotels, award-winning spas and legendary golf. Venture off the beaten path for outdoor shopping, outdoor adventures and culinary delights. Every season offers new and exciting experiences. It's up to you to create the perfect journey. Memories that will be relived and treasured for generations are waiting at this extraordinary destination.

For visitor information go to: [visitfrenchlickwestbaden.com](http://visitfrenchlickwestbaden.com) or call 888-795-3418

#VisitIndy  
@visitindystates  
#westbaden  
@westbaden

I WORE THIS JACKET WHEN I LED MILAN INTO THE HISTORY BOOKS AND ONTO THE BIG SCREEN.

Bobby Plump's last-second, game-winning shot took the 1954 Milan High School basketball team to an unlikely State Championship and became the inspiration for the movie *Hoosiers*. Come see Bobby's letter, jacket and artifacts from "Hickory" for yourself at the Indiana State Museum. **Countless stories, one state.**

I'm IN.

INDIANA STATE MUSEUM AND HISTORIC SITES  
[indianamuseum.org](http://indianamuseum.org)

**MAKE YOUR GETAWAY MONUMENTAL**  
INDIANA'S CAPITAL CITY AWAITS

In 2014, *The New York Times* named Indianapolis to its annual list of "52 Places to Go" in the world. It was recognition of a destination that has grown beyond its reputation for horses and rock cars. The Indy of today offers a collection of museums and attractions to keep you entertained all day, and a food and nightlife scene to keep the fun going after the sun sets. Make your getaway epic in Indy.

VISIT **Indy**

For what to see, do, and eat, go to [VisitIndy.com](http://VisitIndy.com) | BLOG: [DoingIndy.com](http://DoingIndy.com) | FOLLOW US: @VisitIndy

# Inside Ad Options

Ad Space	Cost	Type
1/6 page	\$ 3,060	Vertical (2.25x4.5) or Horizontal (4.5x2.25)
1/3 page	\$ 5,400	Vertical (2.25 x 9.25) or Square (4.5 x 4.5)
1/2 page	\$ 7,470	Vertical (4.5 x7) or Horizontal (7 x 4. 5)
2/3 page	\$ 9,630	Standard (4.5 x 9.25)
Full page	\$13,230	Full bleed trim ( 8 x 10.5) or full live no-bleed (7.5 x 10)
2 – page spread	\$24,300	Full bleed trim ( 16 x 10.5)
3 – page spread	\$33,210	Full bleed trim (2 – pg spread plus 8 x 10.5)
4 – page spread	\$44,100	Full bleed trim ( 16 x 10.5 x2)
5 – page spread	\$54,000	Full bleed trim (4 – pg spread plus 8x10.5)
6 – page spread	\$63,450	Full bleed trim ( 16 x 10.5 x3)

# DISPLAY AD BONUS OFFER!



*BUY 2-page spread or greater and receive a FREE Brochure listing and Destination Listing ad. A savings of \$2,560!*

*Display ad ½ page or larger will receive a direct link to your website from the Indiana Travel Guide link on Visitindiana.com*

*Purchase display ad ½ page or larger will receive one brochure ad at 20% discount*

## TWO YEAR DISPLAY AD COMMITMENT DISCOUNT!

*Commit to a two year contract for a display ad and receive an additional 10% discount off 2<sup>nd</sup> year invoice. Discount applied to 2<sup>nd</sup> year invoice for each display ad insertion commitment\**

*Two Year contract must include a minimum of same or increased ad commitment (s)*

*Ad creative can be changed for year 2 insertion*

*\*Does not apply to advertiser with current 2 year commitment. Eligibility returns for 2018 guide commitment.*



# Brochure Lead Generation Ad



- Get increased exposure for your brochures through this lead generation ad.
- Brochure ads appear categorized by region in the Indiana Travel Guide in the special brochure section, online on visitindiana.com and Visitindiana.com's mobile responsive site.
- Lead files with contact email addresses will be provided weekly to brochure advertisers via email.



Cost: \$2,200



# Flipbook/Mobile Access



*Increase the impact of your ad for no additional cost!*

•Travelers can access your ad on the go by viewing or downloading the Travel Guide flipbook with enhanced video! Just click on the brochure page



•Indiana Travel Guide Destination Listing ads are available on the mobile Visitindiana.com responsive site.



# Important Dates



**AUGUST 31**

**SALES END**

**SEPTEMBER 23**

**MATERIALS UPLOADED TO AD PORTAL**

**OCTOBER 14**

**LISTING PROOFS TO CLIENT**

**OCTOBER 28**

**PROOF CORRECTIONS DUE\***

**JANUARY 2017**

**DISTRIBUTION**

\*Proof Corrections are limited to telephone number, website URL and hours of operation. No other copy changes will be accepted during proofing stage so check listing carefully after uploading

# Indiana Office of Tourism Development



## Account Executive Contact Info:

### CENTRAL REGION

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### EAST, WEST, SOUTH CENTRAL, SOUTH

**Kelleen Larkey**

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### NORTH REGION

**Robby Bearss**

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# Travel Guide Engagement



- 500,000 Indiana Travel Guides printed and distributed  
(high demand – IOTD ran out of Travel Guides in fall 2015)
- Only official Indiana Travel Guide allowed distribution in Indiana Welcome Centers and Rest Areas
- January – May 2016 New Travel Guide Flipbook views: 729
- January – May 2016 Travel Guide PDF downloads: 1,005
- 2015 total brochures ordered from Visitindiana.com: 111,080
- 2015 total brochures ordered from Travel Guide card insert: 18,201
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